



AdsML Materials Samples Documentation

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This document contains descriptions for the current set of AdsML Materials sample message files. These files illustrate fairly simple use cases for delivering materials, reporting on the status of a materials delivery, ordering the 'kill' of materials already delivered, and of delivery order. Message files related to the same use case are indicated by a common filename prefix, such as request and response messages exchanged between a deliverer and a recipient.

These samples illustrate the recommended use of AdsML elements as described in the AdsML Materials Usage document. The AdsML specification is designed to enable flexibility and operability in messages communicated between trading partners.

Simple use cases are listed below with tables that describe the contents of the sample AdsML message files. Each file has embedded comments that provide more detail on the purpose and use of the message's elements. Note that this sample set provides samples of the business-level of the message exchange and does not include the technical level Administrative Response messages. Our recommendation is that trading partners should always configure their communications to include administrative response messages.

Here are the sets of sample messages included with this distribution of the AdsML Materials Specification:

Set	Message Type	Description
1	<u>Delivery - digital</u>	Digital delivery of a single ad file using a Third Party Service Provider. The set includes 2 messages: <ul style="list-style-type: none">• AM-M and AM-MR – original delivery and response
2	<u>Delivery – digital and physical</u>	Digital delivery of a single ad file with an accompanying physical delivery of a hard proof copy using a Third Party Service Provider.

		<p>The set includes 3 messages:</p> <ul style="list-style-type: none"> • AM-M – original delivery • AM-M Administrative Response – technical level administrative response to the original delivery • AM-MR – original delivery response (business level) <p>Additionally, there is an exception to illustrate technical level error reporting:</p> <ul style="list-style-type: none"> • AM-M Administrative Response_Err – technical level administrative response to the original delivery, reporting technical error
3	<u>Delivery – digital and physical – with Status and ‘Kill Order’ and new delivery of replacement materials</u>	<p>Digital and physical delivery of multiple ad files using Third Party Service Providers.</p> <p>The set includes 6 messages:</p> <ul style="list-style-type: none"> • AM-M and AM-MR – original delivery and response • AM-MS – final status of original delivery • AM-MX and AM-MXR – materials ‘kill’ and response • AM-M – a new delivery of replacement materials
4	<u>Delivery Order – single rendering to multiple publications</u>	<p>Delivery order from a prepress house to a delivery agency specifying the delivery of a set of ad materials to two publications. The deliverer receives the to-be-delivered ad materials digitally.</p> <p>The set includes 3 messages:</p> <ul style="list-style-type: none"> • AM- DO – original delivery order • AM- DO Administrative Response – technical level • AM-DOR – original delivery order response <p>Additionally, there is an exception to illustrate technical level error reporting:</p> <ul style="list-style-type: none"> • AM-M Administrative Response_Err – technical level administrative response to the original delivery order, reporting technical error
5	<u>Delivery Order – multiple renderings to multiple publications</u>	<p>Delivery order from a prepress house to a delivery agency specifying the delivery of a set of ad materials consisting of multiple renderings to two publications. The deliverer receives the to-be-delivered ad materials digitally.</p> <p>The set includes 3 messages:</p> <ul style="list-style-type: none"> • AM- DO – original delivery order • AM-DOR – original delivery order response • AM-DOS – final status of original delivery order response
6	<u>Re-delivery – resend request by filter and by reference</u>	<p>Request for the re-delivery of ad materials from a Third Party Service Provider.</p> <p>The set includes 2 messages:</p>

		<ul style="list-style-type: none">• AM-RES – re-delivery request using a filter to determine which materials to resend• AM-RES – re-delivery request using reference to specifically identify the materials to be resent
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1. Delivery - digital

This set consists of two message files that illustrate a simple materials delivery and materials delivery response. The delivery provides the publisher with ad materials by a digital delivery with the content retrieved by the publisher from an http address.

Sample file	1-1_AM-M_v3.xml
Scenario	An advertiser is sending an ad materials delivery message to a publisher.
Message type	AdMaterial (AM-M)
Sender of message	Agency (materials deliverer) s.b. Creative Agency
Sender(s) of material	AdsOverAmerica s.b. Creative Agency
Other parties	Third Party Service Provider for the digital delivery. s.b. Digital Delivery Service
Receiver	Newspaper (publisher)
Delivery type	FTP using a Third Party Digital Delivery Service Provider
Comments	The Creative Agency sends the materials directly to the publisher using a digital delivery service. Booking information from the Ad Reservation request for the delivered materials is included. The materials delivery is digital delivery of a PDF file, the PDF delivered by a third party delivery service and retrieved by the user upon login at a given http address.

Sample file	1-2_AM-MR_v3.xml
Scenario	This message is a response to the initiating delivery message.
Message type	AdMaterialResponse (AM-MR)
Sender	Newspaper (publisher)
Receiver	Agency (materials deliverer)
Other parties	Third Party Service Provider for the digital delivery. s.b. As per AM-M.
Delivery type	As per AM-M
Comments	The publisher's response message provides the materials identifier and a status indicating the material was received.

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2. Delivery – digital and physical

This set consists of two message files that illustrate a materials delivery and materials delivery response. The delivery provides the publisher with ad materials by a digital delivery with a hard proof sent by courier as a physical delivery.

The set contains two administrative responses. The first, 2-1_AM-M_AdministrativeResponse, illustrates the return of a technical-level response confirming the AM-M delivery message was successfully received and technically processed at the publisher's receiving gateway. Subsequently, an AM-MR business-level response is returned by the publisher. The second administrative response, 2-1_AM_M_AdministrativeResponse_Err, represents an exception scenario where the delivery has technically failed due to a message corruption in the AM-M initiating the delivery.

Sample file	2-1_AM-M_v4.xml
Scenario	A Prepress company delivers a file by digital means and sends a hard proof by courier.
Message type	AdMaterial (AM-M)
Sender of message	Prepress house (materials deliverer)
Sender(s) of material	FedEx for the hard proof. Digital artwork file hosted on http://www.prepressServices.com for download
Receiver	Magazine (publisher)
Other parties	Prepress house performs roles of materials preparer and materials deliverer. Third Party Service Provider for the physical delivery.
Delivery type	HTTP using a Third Party Service Provider
Comments	The Prepress house makes the digital delivery itself, the materials delivered directly to the publisher. In this example, no booking information is included. The materials delivery is a digital delivery of a PDF file. Both the PDF and an associated preflight report are available externally to the AM-M, their network locations on the Web given by URI reference. A hard proof of the ad materials is delivered via physical delivery.

Sample file	2-1_AM-M_AdministrativeResponse_v2.xml
Scenario	This message is an administrative response to the initiating delivery message, 2-1_AM-M.xml.
Message type	AdsML AdministrativeResponse
Sender	Magazine (publisher)
Receiver	Prepress house (materials deliverer)
Other parties	As per AM-M
Delivery type	As per AM-M
Comments	An Administrative Response message returned to the prepress house (materials deliverer) by the publisher. This is a technical rather than business level acknowledgement that the deliverer's AM-M message

	has been received by the publisher without any errors encountered. A handshake that confirms the message exchange has technically succeeded without error.
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Sample file	2-2_AM-MR_v3.xml
Scenario	This message is a response to the initiating delivery message.
Message type	AdMaterialResponse (AM-MR)
Sender	Magazine (publisher)
Receiver	Prepress house (materials deliverer)
Other parties	As per AM-M
Delivery type	As per AM-M
Comments	The publisher's business level response message provides the materials identifier and a status indicating that of the materials one rendering has been accepted (the pdf) and that the delivery of the second rendering (the hard proof) is being processed.

Sample file	2-1_AM-M_AdministrativeResponse_Err.xml
Scenario	Technical errors are encountered upon receipt and attempted processing of the original AM-M message, 2-1_AM-M.xml.
Message type	AdsML AdministrativeResponse
Sender	Magazine (publisher)
Receiver	Prepress house (materials deliverer)
Other parties	As per AM-M
Delivery type	As per AM-M
Comments	An Administrative Response message returned to the prepress house (materials deliverer) by the publisher. This is a technical rather than business level response that the deliverer's AM-M message had technical errors when it was received at the publisher's gateway. A handshake that confirms the message exchange has technically failed with error. The original request message will not be processed.

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3. Delivery – digital and physical, status, ‘kill order’, new delivery of replacement materials

This set consists of six message files that illustrate a complicated materials delivery and materials delivery response together with status reporting, a materials ‘kill’ of materials already delivered, and a new delivery of replacement materials.

Sample file	3-1_AM-M_v2.xml
Scenario	Ad Materials message from a creative services agency which creates and delivers the content to the publisher. The content is to be delivered by digital delivery service and also by courier on a digital media.
Message type	AdMaterial (AM-M)
Sender of message	Agency (materials deliverer)
Sender(s) of material	DHL for the digital media Vio Worldwide Limited delivery service for the digital delivery.
Receiver	Newspaper (publisher)
Other parties	Agency performs roles of materials preparer and materials deliverer, outsourcing both functions to third party service providers.
Delivery type	Digital delivery using a Third Party Service Provider. Physical delivery on CD using a third Party Service Provider (courier service).
Comments	The agency provides 2 files – a low-res thumbnail of the ad and the final PDF version of the ad, the PDF version preflighted with a reference to an external preflight report at a Web location. The ad material files are delivered physically and digitally, each delivery made by a Third Party Service Provider.

Sample file	3-2_AM-MR_v2.xml
Scenario	This message is a response to the initiating delivery message. It confirms receipt of the digital delivery and adds recipient contact details, status information for the delivery, and additional reference identifiers for the delivery from the publisher.
Message type	AdMaterialResponse (AM-MR)
Sender of message	Newspaper (publisher)
Receiver	Agency (materials deliverer)
Other parties	As per AM-M
Delivery type	As per AM-M
Comments	The publisher’s response message provides the materials identifier and the status of the digital and physical deliveries. The digital delivery has been completed; the physical delivery is pending. The High Res file was processed and accepted but the thumbnail is still being processed. The overall status of the delivery is therefore ‘BeingProcessed’.

Sample file	3-3_AM-MS_v2.xml
Scenario	This message reports the final status of the delivery following completion of the physical delivery by courier.
Message type	AdMaterialStatus (AM-MS)
Sender of message	Newspaper (publisher)
Receiver	Agency (materials deliverer)
Other parties	As per AM
Delivery type	As per AM
Comments	The publisher's status message reporting the final state of the physical delivery by third party courier service: the physical delivery failed as the media is damaged. Also the thumbnail file has been rejected because of a TPA mismatch regarding the file format. The overall status of the delivery is therefore 'Failed'.

Sample file	3-4_AM-MX_v2.xml
Scenario	Ad Materials 'kill order' message from the creative services s.b. service to the publisher. Content already delivered is to be 'killed'.
Message type	AdMaterialKillOrder (AM-MX)
Sender of message	Agency (materials deliverer)
Receiver	Newspaper (publisher)
Other parties	NA – this is a 'kill order' and so no other parties are involved except the original materials deliverer and recipient.
Delivery type	NA – this is a 'kill order' and so only references the materials to be 'killed'. S.b. A 'kill order' that references only the materials that should not be inserted.
Comments	The agency identifies the materials to be 'killed' and cites a reasons for the materials kill, in this example a change in campaign slogan and the wrong thumbnail file format .

Sample file	3-5_AM-MXR_v2.xml
Scenario	This message is a response to the materials 'kill order' message. It confirms the materials have been 'killed'.
Message type	AdMaterialKillOrderResponse (AM-MXR)
Sender of message	Newspaper (publisher)
Receiver	Agency (materials deliverer)
Other parties	As per AM-MX
Delivery type	As per AM-MX
Comments	The publisher's response message provides the materials identifier of the materials to be 'killed' and the status of the 'kill' order transaction. The 'kill' order is marked as having the status of 'Succeeded' - the materials have been logically destroyed.

Sample file	3-6_AM-M_v3.xml, mime-appx.txt
Scenario	Ad Materials message initiating a new delivery transaction to deliver replacement materials for the materials that have just been 'killed'. The materials are packaged in Mime multipart/related together with the AdsML message and sent to the receiver.
Message type	AdMaterial (AM-M)
Sender of message	Agency (materials deliverer)
Sender(s) of material	Agency (materials deliverer) – the message and files wrapped together. Preflight report is embedded inline in the AdsML message Materials are wrapped inside the mime multipart/related package.
Receiver	Newspaper (publisher)
Other parties	Agency performs roles of materials preparer and materials deliverer. The Agency makes the delivery itself and outsources the materials preparation function to a Third Party Service Provider.
Delivery type	Digital delivery as a Mime package using Mime multipart/related. (Possible scenario is sending HTTP POST with the MIME package. in the body part.)
Comments	The agency again provides the ad materials as 2 files, a low-res thumbnail and the final PDF version of the ad. The PDF version is preflighted, the preflight output report encoded in Base 64 and contained inline in the message. The delivery itself is made as a Mime multipart/related package. To handle this, each Rendering has a delivery instruction, the cid URI of the rendering in the Mime package being given as the delivery URI for the rendering. See the mime-appx.txt for the Mime multipart/related structure.

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4. Delivery Order – single rendering to multiple publications

This set consists of three message files that illustrate a simple delivery order, an administrative response to the delivery order, followed by a business level response. The delivery order provides the deliverer with ad materials and identifies two publications to which the materials are to be delivered.

Note that as with [sample set '2. Delivery - digital and physical'](#) above, two administrative responses are provided to illustrate technical-level reporting in both success and error scenarios.

Sample file	4-1_AM-DO_v3.xml
Scenario	A Prepress company requests the delivery of a file to two publications by a digital delivery service.

Message type	AdMaterialDeliveryOrder (AM-DO)
Sender of message	Prepress house (delivery ordering party)
Sender(s) of material	Digital artwork file hosted on http://www.prepressServices.com for download
Receiver	Ad Delivery Services (delivering party)
Other parties	Prepress house performs roles of materials preparer and delivery orderer.
Delivery type	To the deliverer, HTTP retrieval by the delivering party from the delivery ordering parties web site.
Comments	The delivery ordering party specifies the addresses to which the ad materials are to be delivered, but does not specify the means by which the deliverer makes the delivery. How (i.e. by what means) the deliverer makes a delivery is not specified in a delivery order. The supplied artwork is to be delivered to two publications. Two additional services are specified: <ol style="list-style-type: none"> 1. The file is to be archived by the deliverer 2. The delivering party is to preflight all materials before delivery.

Sample file	4-1_AM-DO_AdministrativeResponse.xml
Scenario	This message is an administrative response to the initiating delivery order message, 4-1_AM-DO.xml.
Message type	AdsML AdministrativeResponse
Sender	Ad Delivery Services (delivering party)
Receiver	Prepress house (delivery ordering party)
Other parties	As per AM-DO
Delivery type	As per AM-DO
Comments	An Administrative Response message returned to the prepress house (materials delivery orderer) by the deliverer. This is a technical rather than business level acknowledgement that the delivery orderer's AM-DO message has been received by the deliverer without any errors encountered. A handshake that confirms the message exchange has technically succeeded without error.

Sample file	4-2_AM-DOR.xml
Scenario	This message is a response to the initiating delivery order message.
Message type	AdMaterialDeliveryOrderResponse (AM-DOR)
Sender	Ad Delivery Services (delivering party)
Receiver	Prepress house (delivery ordering party)
Other parties	As per AM-DO
Delivery type	As per AM-DO
Comments	The deliverer's business level response message returns the whole delivery order message, annotating it to provide status reporting information. The requested delivery order has been successfully executed ('Succeeded') and at the business level, with all technical

	level processing required to achieve this completed and accepted ('Accepted') by the deliverer and the intended recipients as required.
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Sample file	4-1_AM-DO_AdministrativeResponse_Err.xml
Scenario	Technical errors are encountered upon receipt and attempted processing of the original delivery order message, 4-1_AM-DO.xml.
Message type	AdsML AdministrativeResponse
Sender	Ad Delivery Services (delivering party)
Receiver	Prepress house (delivery ordering party)
Other parties	As per AM-DO
Delivery type	As per AM-DO
Comments	An Administrative Response message returned to the prepress house (delivery ordering party) by the deliverer (delivering party). This is a technical rather than business level response that the delivery orderer's AM-DO message had technical errors when it was received at the deliverer's gateway. A handshake that confirms the message exchange has technically failed with error. The original request message will not be processed.

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5. Delivery Order – multiple renderings to multiple publications

This set consists of three message files that illustrate a materials delivery order, an initial business level response, and a final business level response status message. The delivery order provides the deliverer with ad materials and identifies the publications the materials are to be delivered to.

Sample file	5-1_AM-DO_v2.xml
Scenario	A Prepress company requests the delivery of a file to two publications by a digital delivery service.
Message type	AdMaterialDeliveryOrder (AM-DO)
Sender of message	Prepress Services (delivery ordering party)
Sender(s) of material	Digital artwork file hosted on http://www.prepressServices.com for download
Receiver	Ad Delivery Services (delivering party)
Other parties	Prepress house performs roles of materials preparer and delivery orderer.
Delivery type	To the deliverer, HTTP retrieval by the delivering party from the delivery ordering parties web site.
Comments	The delivery ordering party specifies the addresses to which the ad materials are to be delivered, but does not specify the means by which the deliverer makes the delivery. How (i.e. by what means) the deliverer makes a delivery is not specified in a delivery order.

	The supplied artwork is to be delivered to two publications.
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Sample file	5-2_AM-DOR.xml
Scenario	This message is a response to the initiating delivery order message.
Message type	AdMaterialDeliveryOrderResponse (AM-DOR)
Sender	Ad Delivery Services (delivering party)
Receiver	Prepress Services (delivery ordering party)
Other parties	As per AM-DO
Delivery type	As per AM-DO
Comments	The deliverer sends a business level response reporting current status and the delivery order identifiers of the requested deliveries. The response reports that the deliverer order is being processed – the ad content to be delivered has been successfully retrieved by the deliverer and the deliveries to the intended recipients are pending.

Sample file	5-3_AM-DOS.xml
Scenario	This message is a final status response to the initiating delivery order message.
Message type	AdMaterialDeliveryOrderStatus (AM-DOS)
Sender	Ad Delivery Services (delivering party)
Receiver	Prepress Services (delivery ordering party)
Other parties	As per AM-DO
Delivery type	As per AM-DO
Comments	The deliverer's final business level response message, reporting the final status of the delivery order. Like the Delivery Order Response sent earlier, it is minimal. The requested delivery order has been successfully executed ('Succeeded') and all technical level processing required to achieve this by the deliverer and the intended recipients has been completed ('Accepted').

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6. Re-delivery – resend request by filter and by reference

This set consists of two message files that illustrate a materials delivery resend request. A publisher requests the re-delivery of materials previously delivered. One request is specified by specifying a search filter to identify the required materials, and one by direct reference to the required ad materials.

Sample file	6-1_AM-RES.filter.xml
Scenario	A Publisher's production dept requests that ad materials item(s) be supplied again, identifying the required materials by specifying a date range.
Message type	AdMaterialResendRequest (AM-RES)

Sender of message	Publisher
Sender(s) of material	Not applicable – a resend request message.
Receiver	Deliverer
Other parties	None
Delivery type	Not specified
Comments	A simple example of the materials request resend message. The materials are identified by specifying a date and time range spanning a period of 60 minutes for a specific publication. All materials sent for that publication within this time range are to be resent.

Sample file	6-2_AM-RES.reference.xml
Scenario	A Publisher's production dept requests that ad materials item(s) be supplied again. It references the booking for which the ad materials are to be resent.
Message type	AdMaterialResendRequest (AM-RES)
Sender of message	Publisher
Sender(s) of material	Not applicable – a resend request message.
Receiver	Deliverer
Other parties	None
Delivery type	Not specified
Comments	A simple example of the materials request resend message. In this case the materials are identified by identifying the booking. The request is simple: resend me all materials you have for this booking.

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